MONTHLY ORLANDO MARKET INTELLIGENCE

The Sunshine Report

VOLUME 6 · AUGUST 2026

38	67%	$180k	93°
MEDIAN BUYER AGE	OWN VS. RENT	AVG. EQUITY BROUGHT	AVG. HIGH, AUGUST

CURATED BY MATTHEW PITTS · KELLER WILLIAMS CLASSIC REALTY

— A NOTE FROM MATTHEW

Happy August, friends.

Orlando in August is exactly what you'd picture: 91 degrees, a thunderstorm on the dot every afternoon around 3pm, and air conditioning bills to match. Not exactly a postcard month — but it's turned into one of the busiest on my calendar, and I don't think enough people outside Florida realize why.

This month I want to talk about a shift I'm seeing in real time: families who toured in June and July are racing to close before the new school year locks them into another year wherever they currently are. It's a real deadline, and it moves people off the fence faster than almost anything else I see.

I also want to share a real story — anonymized, of course — of a couple who made this exact move. It's the kind of thing that makes this job genuinely rewarding.

As always, reply anytime. I mean it.

— IN THIS ISSUE

LEAD STORY

August is crunch time — the school calendar is forcing the decision.

Families who toured this summer are now up against a hard deadline. That urgency is reshaping the market's rhythm this time of year.

Every year I watch the same pattern: families tour in June and July, love what they see, and then go quiet for a few weeks while they "think about it." August is when that thinking stops — because the new school year is bearing down on wherever they currently live, and nobody wants to enroll their kids twice in one year.

That deadline pressure is doing something summer browsing never quite manages: it forces a decision. Buyers who toured back in early summer are, this month, reaching back out ready to move fast — August is exactly when that resurfacing happens.

The profile has also shifted in terms of what people are looking for. Golf communities, yes — but also proximity to great schools, vibrant restaurant scenes, and the kind of neighborhood identity that feels like a real place to put down roots. Orlando has all of that, and it's still surprising how many people don't realize it yet.

38	67%	$180k
MEDIAN AGE, OUT-OF-STATE MOVER	OWN RATHER THAN RENT	AVG. EQUITY BROUGHT TO PURCHASE

— CLIENT STORY

"We didn't think we could afford to move — until we did the math."

Every month I'll share a real story from a client who made the move. Names and details are changed for privacy, but the numbers are real.

Mark & Jennifer — "The Holloways"

Out-of-State Relocation → Dr. Phillips, Orlando, FL

Mark worked in financial services, Jennifer in healthcare administration. Two kids in middle school, a mortgage they'd been paying for 14 years, and a growing sense that their old neighborhood wasn't giving them much in return for what they were paying.

Their previous home had appreciated significantly — they were sitting on over $300k in equity and paying $18,400 a year in property taxes. A colleague had moved to the Dr. Phillips area two years prior and kept talking about it at every opportunity. Eventually, curiosity turned into a plane ticket.

They flew down in June, toured four communities over a long weekend, and made an offer before they flew home. Closed 47 days later. Their new home — 4 bedrooms, 3 bathrooms, a pool, and a three-car garage on a quiet cul-de-sac — cost $485,000. Their new property tax bill: just under $5,200 a year.

Mark told me the first morning he sat on the lanai with his coffee, he felt something he hadn't felt in years. He just felt like he could breathe.

$13,200	2x	47
ANNUAL TAX SAVINGS	SQUARE FOOTAGE GAINED	DAYS TO CLOSE

* Names and specific details have been changed to protect client privacy. The financial figures reflect real transaction outcomes from a comparable closed sale.

MARKET INTELLIGENCE

What $500,000 buys right now: big-city living vs. Orlando

If you're still "thinking about Florida," this is usually the number that settles it. Representative active listings as of August 2026.

Typical Big-City Condo

$499,000

Bedrooms	2
Bathrooms	1
Size	950 sq ft condo
Parking	None dedicated
Outdoor Space	None
HOA + Taxes	$680/mo + $8,400/yr

Dr. Phillips, Orlando

$498,500

Bedrooms	4
Bathrooms	3
Size	2,650 sq ft single family
Parking	2-car garage
Outdoor Space	Private screened-in pool
HOA + Taxes	$185/mo + $5,100/yr

2.8× MORE HOME FOR THE SAME PRICE

> *"August is when the fence-sitters make their move. If you toured this summer and went quiet, this is exactly the week to pick the conversation back up."*
>
> — MATTHEW PITTS, KELLER WILLIAMS CLASSIC REALTY

— NEIGHBORHOOD SPOTLIGHT

Winter Park & Lake Nona — two communities you'll love for very different reasons.

Last month I covered Dr. Phillips and the Southwest corridor. This month, two communities that often surprise buyers relocating from busy metro areas.

Winter Park

For the Culture-Seeker

Think Park Avenue shopping and dining, cobblestone streets, the Charles Hosmer Morse Museum of American Art, and a Rollins College campus that gives the whole town a lively, intellectual energy. If you love a walkable, downtown feel but want the Florida lifestyle, this is your neighborhood.

- Median home price: $620,000
- School rating: A-rated districts
- Walkable Park Ave corridor
- Chain of Lakes: boating, kayaking

Lake Nona

For the Forward-Thinker

One of the most intentionally planned communities in America — anchored by the Lake Nona Medical City (UF Health, Nemours Children's Hospital, VA Hospital), a USTA National Campus, and some of the most innovative new construction in the state. Perfect for healthcare and tech professionals making the move.

- Median home price: $540,000
- Major medical employers on-site
- USTA National Tennis Campus
- 10 minutes to MCO airport

DID YOU KNOW

Florida's Homestead Exemption

> *Florida homeowners who make their property their primary residence receive a $50,000 exemption off the assessed value for property tax purposes — and a Save Our Homes cap that limits annual assessment increases to 3% (or the rate of inflation, whichever is less). If you're coming from a higher-tax state, you've probably never had anything like this working in your favor.*
>
> SOURCE: FLORIDA DEPARTMENT OF REVENUE — A DETAIL THAT SURPRISES NEARLY EVERY OUT-OF-STATE BUYER.

AUGUST MARKET UPDATE

Orlando, August 2026: what the numbers say right now

Orlando has moved into a genuine buyer's market this year — median prices are down modestly year-over-year, and August through December is historically the calmest stretch to negotiate, as demand cools and inventory holds relatively steady.

For buyers who are curious but not yet committed, this is a good time to have the conversation. You won't feel the panic of a hot seller's market, and you'll likely have real room to negotiate on price or closing costs — especially paired with the school-year deadline pushing decisions along.

Orlando Metro Median Sale Price	$415,000 (↓ 3.5% year over year)
Avg. Days on Market	63 days — buyers have more room to negotiate
Months of Inventory	2.2 — below the 6-month balanced benchmark, still favors sellers overall

THINKING ABOUT A VISIT?

Now's the time — before the school year gets in the way.

If you've been on the fence, a weekend tour can be the thing that turns curiosity into a serious conversation. I'll personally coordinate community tours, schedule private showings, and make sure you see the best of what this area has to offer — no pressure, just a great experience.

CALL

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BOOK A VISIT

calendar.app.google/QhjuUo4yPgMVgeqSA

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